

## YEAR 11G/H - BUSINESS

WEEK 11 (8<sup>th</sup> to 12<sup>th</sup> November, 2020)

All intimation sent to the students through Google Classroom and/or whatsapp.

**Topic: Marketing**

**Lesson: 39 – Promotion and**

**Topic: Business Operations**

**Lesson: 40 – Economies and Diseconomies of Scale**

Learning Objectives:

- To understand Public Relations- improving Company image/brand
- To understand how technology is used in Promotion
- To explore different promotion Strategies suited to different market segments
- To learn about internal and external economies of scale and diseconomies of scale and link it to the limits of growth

Lesson Outcome:

- They will know how to establish a brand image through public relations
- They will analyse how technology has impacted promotion.
- They will analyse the suitability of promotion strategies to different market segments.
- They can define and explain internal and external economies of scale and diseconomies of scale and link it to the limits of growth

Monday, 9 <sup>th</sup> Nov. - 8 <sup>th</sup> lesson	<b>Google Meet</b>
Tuesday 10 <sup>th</sup> Nov. - 7 <sup>th</sup> and 8 <sup>th</sup> lessons	<b>Google Meet</b>
Wednesday, 11 <sup>th</sup> Nov. - 8 <sup>th</sup> lesson	<b>Synchronous GC</b>
Thursday, 12 <sup>th</sup> Nov. – 2 <sup>nd</sup> lesson	<b>Google Meet</b>

<p>Monday – 8<sup>th</sup> period (Boys and Girls)  1:00 – 1:40 pm</p>	<p><b>One Google Meet lesson</b></p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Discuss how Public Relations helps build a brand image. Discuss the importance of branding</p> <p><i>Homework:</i> Case Study – Television Advertising and Coupons.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Tuesday – 7<sup>th</sup> &amp; 8<sup>th</sup> periods (Boys and Girls)  12:15 – 1255 pm and 1:00-1:40 pm</p>	<p><b>Two Google Meet lessons.</b> Students’ attendance will be recorded according to their attendance on Google Meet.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Discuss the role of technology in Promotion. Students will discuss using real life examples. They will prepare their notes while participating in the discussion. Then discuss the suitability of Promotion strategies according to market segments</p> <p><i>Homework:</i> Blake Street Blinds Pg 322</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 8<sup>th</sup> period (Boys and Girls)  1:00 – 1:40 pm</p>	<p><b>One synchronous GC lesson.</b></p> <p><i>Teacher input/Activity:</i> They will answer a case study posted on GC- The Indian Premier League Pg 331.</p> <p><i>Resources:</i> Device, Text</p>
<p>Thursday – 2<sup>nd</sup> period (Boys and Girls)  8:00 – 8:35 pm</p>	<p><b>One Google Meet lesson.</b> Students’ attendance will be recorded according to their attendance on Google Meet.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Introduce the topic Business Operations. Explain the terms Economies of Scale- Internal and External economies and diseconomies of scale. Link it to the growth prospects of businesses.</p> <p><i>Homework:</i> Case Studies from the lesson.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>

